

NOW! While Prices Are Sharply Cut, Supply Your Personal and Household Needs

Store Open 9 to 5

HEARN

Fourteenth Street

ESTABLISHED 1827

West of Fifth Avenue

Second Week--21st JANUARY SALE

Sale Departments Include:

Blankets Draperies
White Goods Housedresses
Comfortables Infants'
and Pillows Woolens
Lace Curtains Corsets
Portieres Blouses
Rugs Women's and
Misses' Dresses
Laces and Embroideries

Extraordinary money-saving values in great stocks of most wanted merchandise, bought for cash at price concessions.

Our ability to buy for cash and our policy of Selling at moderate profit make possible in this Sale the long expected lower prices for which you have waited.

For example, the following for both Monday and Tuesday

Sale Departments Include:

Table Linens Muslins
Towels, Toweling Sheets
Decorative Pillow Cases
Linen Spreads
Petticoats Ticking
Muslin Flannels
Underwear Children's
Silk Lingerie Underwear
Infants' Dresses

21st January Sale—Second Week

Babies' and Little Tots' Needs

Large assortments of warm woolen underthings and adorable little frocks are but half of the story of January sales. The other half is told by the price list—which has been given a sharp downward trend by the new conditions and by our ability to pay cash for wanted merchandise and so obtain price concessions.

WOOLENS

Infants' Wool Crepe Wrappers—feather stitched in pink or blue silk—various dainty patterns—were \$4.00. Sale **2.97**.
Finer lot—were \$5.50. Sale **3.44**.
Special Purchase of Infants' Fine Wrapper Nightgowns—flannel—ette—were \$1.37. Sale **.88**.
Babies' Silk and Merino Bands—with shoulder straps—sized to 3 years—were \$1.10. Sale **.78**.
Arnold Knit Nightgowns—seasonable weight—sized to 2 years. Special **1.00**.
Special Purchase of Short Skirts of Wool Flannel—cambric bodies—sized 6 months to 2 years—were \$1.67. Sale **1.11**.
Infants' Silk and Merino Shirts—medium weight—sized to 6 months—were \$1.77. Sale **1.34**.
Infants' Fine Part Wool Shirts—sized to 6 months—were \$1.25. Sale **.82**.

Babies' Ribbed Shirts—sized to 3 years—seconds of 77c quality. Sale **.48**.
Wool Flannel Gertrudes—scalloped edge—were \$1.97. Sale **1.64**.
Flannelette Gertrudes—shell or plain hem—were .97. Sale **.58**.
Flannelette Barrow Coats—with cambric band—were .87. Sale **.58**.
Hand Crocheted Booties—were .97. Sale **.63**.
Hemmed Birdseye Diapers—single size, 20x20 ins. to 30x30 ins.—were \$2.57 to \$5.17—dozen. Sale **1.44** to **2.74**.
Double size, 20x40 ins. to 27x54 ins.—were \$4.20 to \$6.96—dozen. Sale **2.74** to **4.57**.
Little Tots' Cotton Plaid Dresses—and sash—sized to 6 years—were \$2.24. Sale **1.50**.

DRESSES AND SLIPS

Infants' Nainsook Slips—yoke and bishop styles—trimmed with hemstitching and embroidery—were .97. Sale **.55**.
were \$1.47. Sale **.88**.
were \$1.97. Sale **1.17**.
were \$2.67. Sale **1.87**.
Little Tots' Gingham and Chambray Dresses—sized to 6 years—were \$1.67. Sale **1.00**.
Little Tots' Skirts—princess and gertrude styles—white and pink—were \$1.97. Sale **.88**.

Little Tots' Bloomer Dresses—chambray and gingham—sized to 6 years—were \$2.87. Sale **1.88**.
Infants' Christening Sets—consisting of dress and skirt—lace and embroidery trimmed—were \$4.97. Sale **3.34**.
Little Tots' White Dresses—Empire waisted and yoke models—lace and emb'dy trimmed—sized to 6 years—were \$2.47. Sale **1.55**.



Silk Lingerie Sets From Paris

Our Own Importation

These underthings made of rich, firm-textured Crepe de Chine that launders perfectly, and adorned with exquisite handwork that is the hallmark of Paris made lingerie, justify the most unqualified admirations. Each set comprises a nightdress, chemise, bloomer-drawers and camisole.

At 37.56 the Set

Pink or white crepe de chine set with large embroidered rose and three rows of drawn work, drawn work hem and embroidered eyelets.

At 40.96 the Set

Pink or white crepe de chine sets with scalloped flower design, or trimmed with real Val. lace and embroidery.

4,800 Pairs BLANKETS

Offered in Three Special Groups at Unique January Sale Price-Cuts

3500 PAIRS

All-wool Plaid Blankets in a large variety of color combinations (size 66x80 inches), also white wool mixed blankets with contrasting colored borders in single, three-quarter, full and extra large sizes—were \$11.94, \$12.94 and \$13.65. Sale **7.85**.

1000 PAIRS

All-wool White Blankets with variously-colored contrasting borders (sized 72x84 inches and 72x90 inches)—were \$15.94 and \$17.94. Sale **10.77**.

300 PAIRS

Handsome All-wool Plaid Blankets in a choice group of colorings, large block designs (sized 72x84 and 72x90 inches)—were \$18.94 and \$19.94. Sale **12.50**.

January Sale Reduction of Imported Lamb's Wool Blankets

Now 17.84 to 67.96

Were \$21.94 to \$79.95

Beautiful all white blankets, reversible solid-color blankets and handsome plaid blankets, all with wide satin bindings. Camel's hair blankets with contrasting novelty-colored borders and fine crib blankets are also included in the lot.

SPECIAL OFFERING

Mill Lengths of Fine Furniture and Drapery VELOURS

1.88 Yard

Regular Values \$3.95 to \$6.50

50 inches wide, 1 1/4 to 3 1/2 yard lengths. An immense variety of colorings and splendid grades are represented in the lot, suitable for coverings, draperies, overhangings, costumes and cushions.

1,200 Yds. Drapery Poplin—50 inches wide, most desirable colorings include blue, rose, crimson, tan and others—value \$1.47 yd. Sale **.88**.

Special Purchase of 11,000 Yds. Fine Cretonnes—every imaginable design, including scenic, Japanese, chintz, bird, tapestry, verdure and shadow warp effects—values .67 and .77 yd. Sale **.46**.

27-inch Curtain Scrims—novelty bordered effects on cream-colored grounds—were .19. Sale **9 1/2**.

Yard-wide Alhambra Draperies—rich madras designs in blue, rose, brown and multi-colorings—value \$1.47 yd. Sale **.97**.

High Grade Reversible Velour Portieres—French edge finish, 7 ft. 6 ins. long, in combinations of rose and blue, brown and blue, mulberry and blue, crimson and blue and others—value \$41.97. Sale **31.66**.

Reversible Art Silk Portieres in a dozen desirable decorative colors—value \$23.97. Sale **17.74**.

300 Single Velour Curtains—brocade borders—colors include rose, blue, brown and crimson—suitable for couch covers as well as portieres—specially priced **6.94**.

21st January Sale—Second Week

Table Linens

January Sale Prices not only reflect the general drop, but are actually below to-day's wholesale market.

Irish Linen Damask Pattern Cloths
Extra heavy bleached double satin damask.

Size 72x72 in.—were \$16.00. Sale **11.77**
Size 72x90 in.—were \$19.95. Sale **13.95**
Size 81x81 in.—were \$19.50. Sale **13.77**
Size 81x108 in.—were \$25.50. Sale **18.68**

Napkins to Match—24x24 in., were \$22.50 doz. Sale **16.95**

NAPKINS

Bleached Linen Damask Napkins (22x22 inches) were \$10.95 doz. Sale **7.35**

Heavy Irish Linen Damask Napkins (24x24 inches) were \$17.00 doz. Sale **11.50**

Bleached Union Linen Damask Napkins (22x22 inches) were \$8.95 doz. Sale **5.95**

Mercedized Damask Napkins (22x22 inches) were \$4.95 doz. Sale **3.25**

DAMASKS

70-Inch Unbleached Linen Damask were \$2.75 yd. Sale **1.97**

70-Inch Bleached Linen Damask Heavy quality were \$3.95. Sale **2.54**

Napkins to Match—20x20 inches; were \$8.50. Sale **5.64**

70-Inch Bleached Union Linen Damask Excellent wearing quality; were \$3.25 yd. Sale **2.25**

Hemstitched Linen Damask Sets
Cloth 66x66 inches—1/2 dozen Napkins to match—were \$16.50. Sale **11.44**

Mercedized Damask Pattern Cloths 70x90 ins.; were \$4.95. Sale **3.50**

70x70 ins.; were \$3.95. Sale **2.94**

Bleached Linen Damask Pattern Cloths (70x90 inches) were \$12.95. Sale **8.50**

(67x68 inches) were \$7.95. Sale **5.27**

Bleached Union Linen Damask Pattern Cloths (part cotton) 70x70 ins.; were \$6.50. Sale **4.14**

70x88 ins.; were \$8.50. Sale **5.00**

Napkins to Match—22x22 inches; were \$8.75. Sale **5.00**

Hemstitched Mercedized Damask Cloths (64x104 inches) were \$4.75. Sale **2.75**

Mercedized Damasks

64-inch—were \$1.15 yd. Sale **.66**

72-inch—were \$1.37 yd. Sale **.97**

Mercedized Damask Napkins

(22 x 22 inches) were \$2.95 doz. Sale **1.94**

were \$3.95 doz. Sale **2.37**

Continuing Sale of

One to Three-Pair Lots of

Lace and Scrim Curtains

Irish Point, Lacet, Marie Antoinette, Marquissette, Nottingham and fine Net Curtains—

were \$2.97. Sale **1.97**

were \$3.97. Sale **2.97**

were \$5.97. Sale **3.97**

were \$21.97. Sale **14.97**

Importer's Samples of Fine Curtains—inserted with real lace—value by the pair would be \$15.00 to \$25.00—each. Sale **3.97**

MORNING SPECIALS—Monday & Tuesday Until 1 P. M.

\$1.97 Little Tots' Rompers. .58
Chambray or gingham, in plain colors and pretty patterned effects—sized to 6 years.
INFANTS' WEAR—SECOND FLOOR.

55 ct. Women's Merced Stockings. .38
Well known make—ribbed tops—all sizes.
Hosiery—MAIN FLOOR.

\$2.95 U. S. Cloths. 1.85
70x70 inches, good quality bleached mercedized damask.
LINENS—MAIN FLOOR.

\$2.95 Men's Shirts. 2.00
Corded silk striped madras in a large assortment patterns—all sizes.
MEN'S SHOP—MAIN FLOOR.

55 ct. Outing Flannel. .47
Pink and white and blue and white stripes.
WASH FABRICS—BASEMENT.

\$4.95 Men's One-Piece Overalls. 3.00
Well known union make—blue or khaki.
MEN'S WORK CLOTHES—BASEMENT.

47 ct. Fancy Crepe. .21
Blue bird and floral effects.
WASH FABRICS—BASEMENT.

\$1.95 Dress Satins. 1.48
35 inches wide, fine crepe face, in a good assortment of street and evening colors, including black.
SILKS—MAIN FLOOR.

\$1.97 All-Wool French Serges. 1.44
Also wool taffetas, in garnet, brown, navy and black—40 and 42 inches wide.
DRESS WOOLENS—MAIN FLOOR.

67 ct. Fine Cretonnes. .41
About 50 styles, including chintz, Chinese and tapestry designs.
CRETONNES—BASEMENT.

\$7.97 Velour Curtains. 5.88
Plain or figured velour, in rose, blue and brown.
PORTIERES—BASEMENT.

\$7.12 Silk Mull Comfortables. 3.06
Flowered design with plain borders—cotton filled—full size.
COMFORTABLES—BASEMENT.

Red Spreads. .97
Plaid and Dimity, lightweight—easy to launder.
62x90 ins. .97
72x90 ins. 1.19
81x90 ins. 2.37
90x100 ins. 2.97
SPREADS—BASEMENT.

21st January Sale—Second Week

36-in. Fruit of the Loom Muslin

36-in. Lonsdale Muslin
36-in. Hill Muslin

.16 1/2
Worth .26

Limit 30 yards.

No mail or phone orders. None sent C. O. D.

Standard Quality Sheetings

Bleached. Unbleached.
42 in. wide—were .46. Sale **.25** 45 in. wide—were .46. Sale **.25**
45 in. wide—were .51. Sale **.27** 54 in. wide—were .56. Sale **.31**
50 in. wide—were .56. Sale **.31** 63 in. wide—were .65. Sale **.36**
54 in. wide—were .61. Sale **.36** 72 in. wide—were .72. Sale **.39**
63 in. wide—were .72. Sale **.39** 81 in. wide—were .77. Sale **.42**
72 in. wide—were .77. Sale **.42** 90 in. wide—were .82. Sale **.44**
81 in. wide—were .82. Sale **.44** 90 in. wide—were .86. Sale **.49**

Special Lot Unbleached Muslins—38 inches wide—were .19. Sale **1.2 1/2**

36-in. Heavy Quality Unbleached Muslins—were .19. Sale **1.11**

36 in. Bleached Muslins—81 in.—were .64. Sale **.37**

were .19. Sale **1.12 1/2**

72 in.—were .59. Sale **.34**

NO MAIL OR TELEPHONE ORDERS

Striped Bed Ticking—were .39. Sale **.24**

were .49. Sale **.29**

Ready-Made Bed Ticks—full and 3/4 sizes—were \$5.98. Sale **3.24**

36-in. Cheesecloth—was 7 1/4. Sale **5 3/4**

Special Lot of Hemstitched Sheets and Pillow Cases

Pillow Cases—42x36 in.—were .52. Sale **.38**

45x36 in.—were .57. Sale **.34**

Sheets—54x99 in.—were \$1.97. Sale **.97**

72x90 in.—were \$2.07. Sale **1.17**

Standard Quality Sheets and Pillow Cases

Will Wash Heavier and No Brand.

Pillow Cases 42x36 in.—were .47. Sale **.26**

45x36 in.—were .52. Sale **.28**

50x36 in.—were .57. Sale **.34**

54x36 in.—were .62. Sale **.37**

Sizes before hemming. No Mail or Telephone Orders.

Special Sale Reductions in Wamsutta and New Bedford Pillow Cases and Sheets

Also extra long sheets, 108 inches, and pillow cases to 40 1/2 inches. Hemstitched sheets. **.10** extra | Hemstitched cases. **.5** extra

Bed Spreads at Sale Prices

Three-quarter Size Crochet Full Size Spreads—satin Mar-

Spreads—assorted patterns—were \$2.69. Sale **1.57**

Full and 3/4 Size Spreads—various designs—were \$2.98. Sale **1.97**

Full and 3/4 Size Spreads—scalloped, hemmed or fringed—were \$4.98. Sale **3.49**

Satin Marcellies Spreads—full size, hemmed or scalloped—beautiful patterns—were \$7.98. Sale **5.67**

Clearance

Women's and Misses' Suits

Our former prices were very conservative, because based on our consistently adhered-to policy of moderate profits only. Therefore these values are even greater than they appear from the price list.

Colors are Navy, black and brown. Sizes 16 years to 42 bust.

Models include a good variety of the season's best styles.

SUITS OF VELOUR, SERGE AND OXFORDS—were \$37.75 and \$39.75. Sale **19.95**

SUITS OF VELOUR, SERGE, BROADCLOTH AND TRICOTINE—were \$42.75 and \$49.75. Sale **29.95**

SUITS OF TRICOTINE, YALAMA AND VELOUR—were \$54.75 and \$69.75. Sale **39.95**

Many other suits in lots too small to advertise are also greatly reduced for quick clearance.

21st January Sale—Second Week

Extra Size Underwear

Extra Size Nightdresses—Nainsook and soft finish muslin—round, V or high neck—short and long sleeves—were \$2.28. Sale **1.46**

Extra Size Nightdresses—Unusually attractive styles with lace and embroidery trimming—were \$3.28. Sale **1.97**

Extra Size Petticoats—Embroidery ruffle—were \$1.78. Sale **1.24**

Extra Size Corset Cover—Soft finish muslin—high neck—tight-fitting—sized 46 to 50—were .78. Sale **.48**

Extra Size Corded-Band Chemises—Sized 46 to 50—were \$1.68. Sale **.96**

Extra Size Drawers—Good muslin—tucked and hem-stitched ruffle—were \$1.38. Sale **.76**